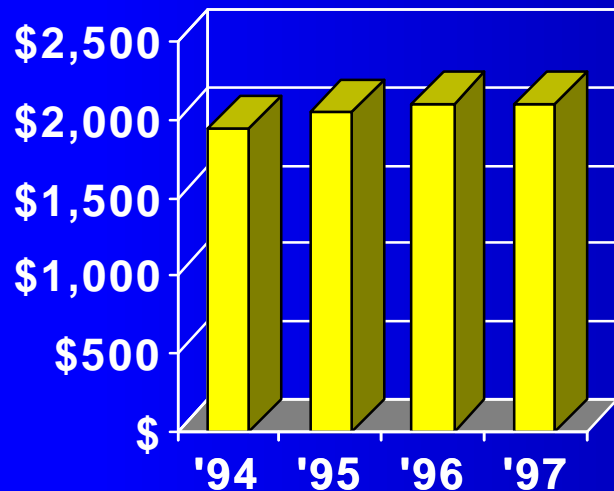


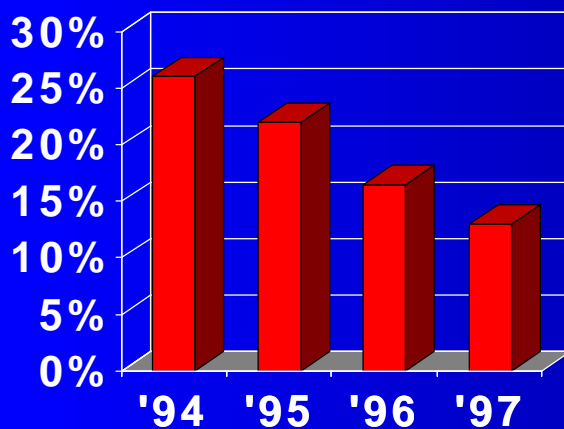


*"A Breakthrough in PC
Architecture"*

Home Computer Marketplace



Source: Dataquest



Source: IDC

- Average selling price of home Computers has stayed constant while features continue to advance

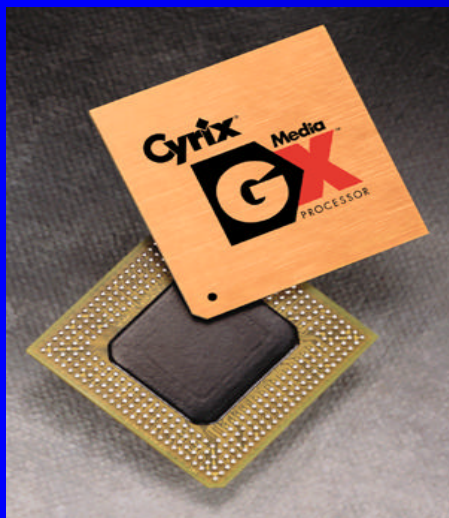
- Growth rates in the home computer market have declined and are projected to continue this trend

... Is this a maturing market?

Unlocking Opportunity in the Home Personal Computer Marketplace

- Home PC Penetration averages 30%
 - Significant room for growth
- Segmentation of Home market
 - One size does not fit all
- Much debate on sub \$1,000 PC
 - Lower cost without sacrifice of functionality

Cyrix Announces MediaGX Processor



- Cyrix is leading a new approach to x86 integrated processor design
- Full-Blown PC functionality at a lower cost
- Full Windows software compatibility
- Targets emerging sub \$1,000 multimedia PC marketplace
- Innovative technology can support new growth in home user segment

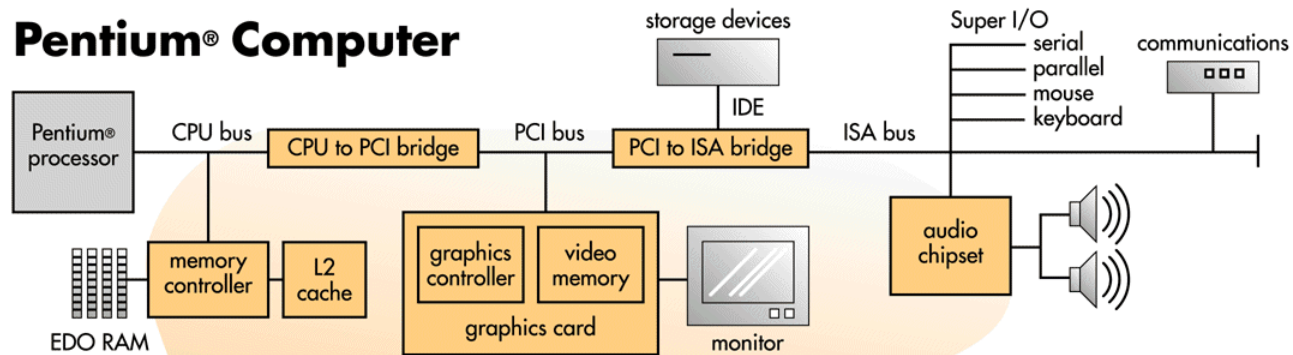
MediaGX Industry Support

- Compaq Announces Presario 2100 with MediaGX Technology
- Microsoft Endorsement
- Broad Industry Infrastructure Support
 - Phoenix & Award BIOS Support
 - Motherboard Support
 - OEM Manufacturer Support

MediaGX vs. Pentium

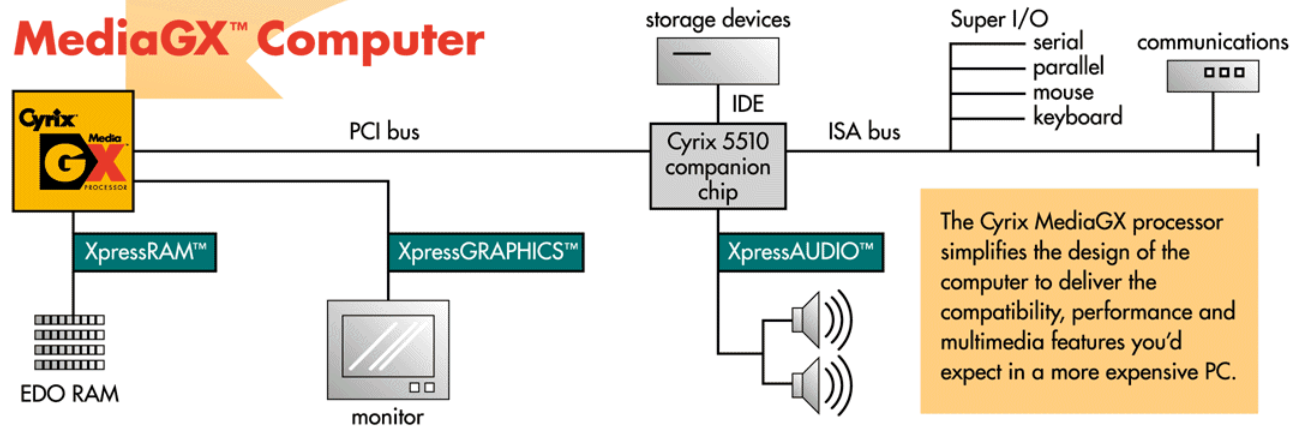


Pentium® Computer



Note: highlighted components are integrated into the Cyrix MediaGX processor.

MediaGX™ Computer



The Cyrix MediaGX processor simplifies the design of the computer to deliver the compatibility, performance and multimedia features you'd expect in a more expensive PC.

MediaGX Delivers Innovation

- Performance:
 - Integration of graphics acceleration and memory control
- Cost:
 - Virtual System Architecture (VSA) replaces hardware with software
- Platform:
 - Supports low profile consumer electronic form factor

MediaGX Features/Benefits

Features

- Graphics, Audio and Memory control functions integrated into the processor
- Single chip design
- Pentium performance at same megahertz

Benefits

- Reduces PC component cost
- Increased reliability
- User enjoys performance found in more expensive PCs

MediaGX Features/Benefits

Features

- Full x86 software compatibility
- Advanced Power Management
- Sleep Mode
- Low heat

Benefits

- Runs DOS, Windows and all compatible software applications
- Further power supply cost savings and reduced energy requirements
- Supports instant-on feature
- Quiet operation suitable for consumer electronic designs

MediaGX Architecture

XpressGRAPHICS™

- On processor acceleration
- Exclusive compression technology

XpressRAM™

- Memory control direct from the CPU
- Delivers high performance without L2 cache

XpressAUDIO™

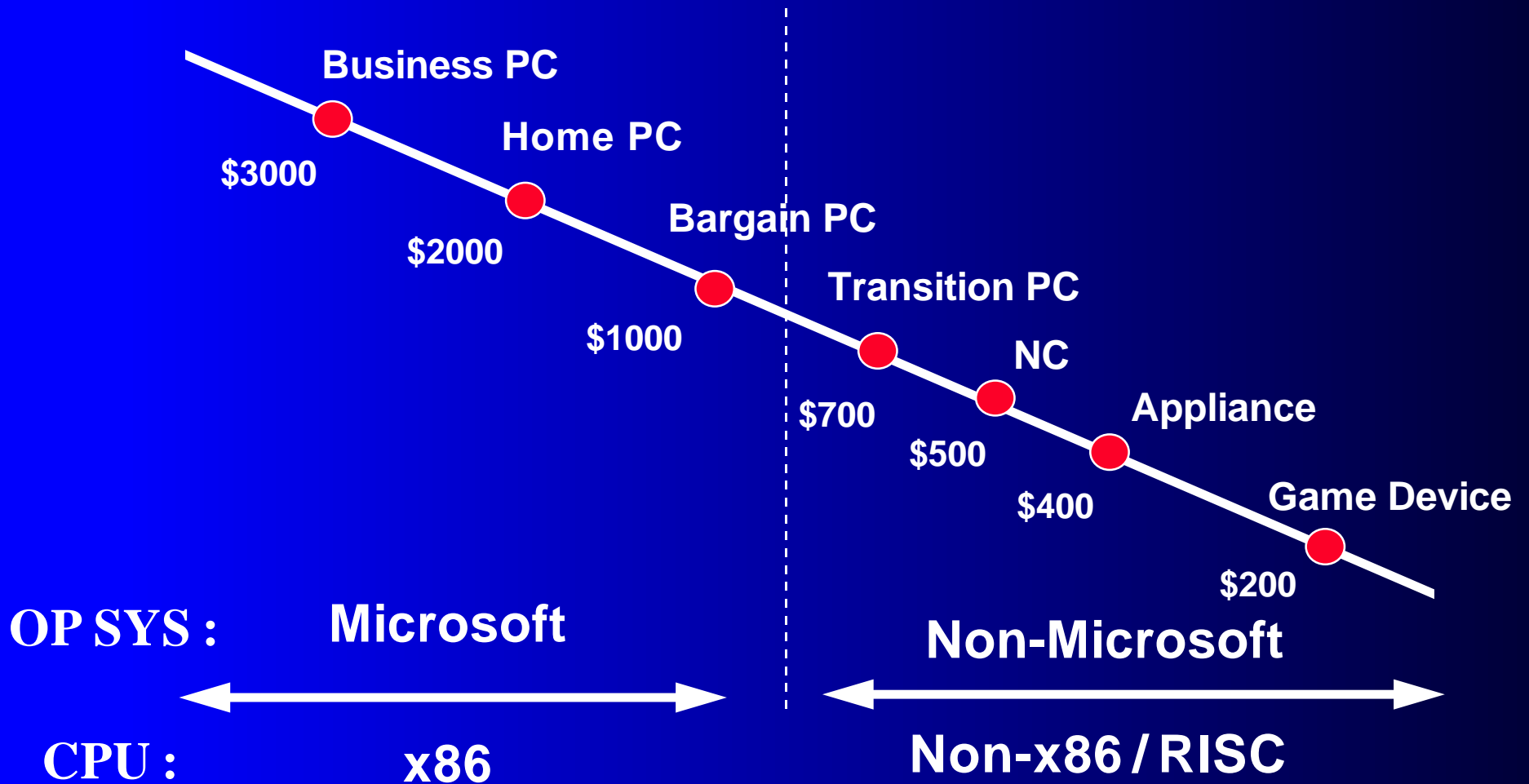
- Premium MM audio, Midi, Gameport without a soundcard

Virtual System Architecture™

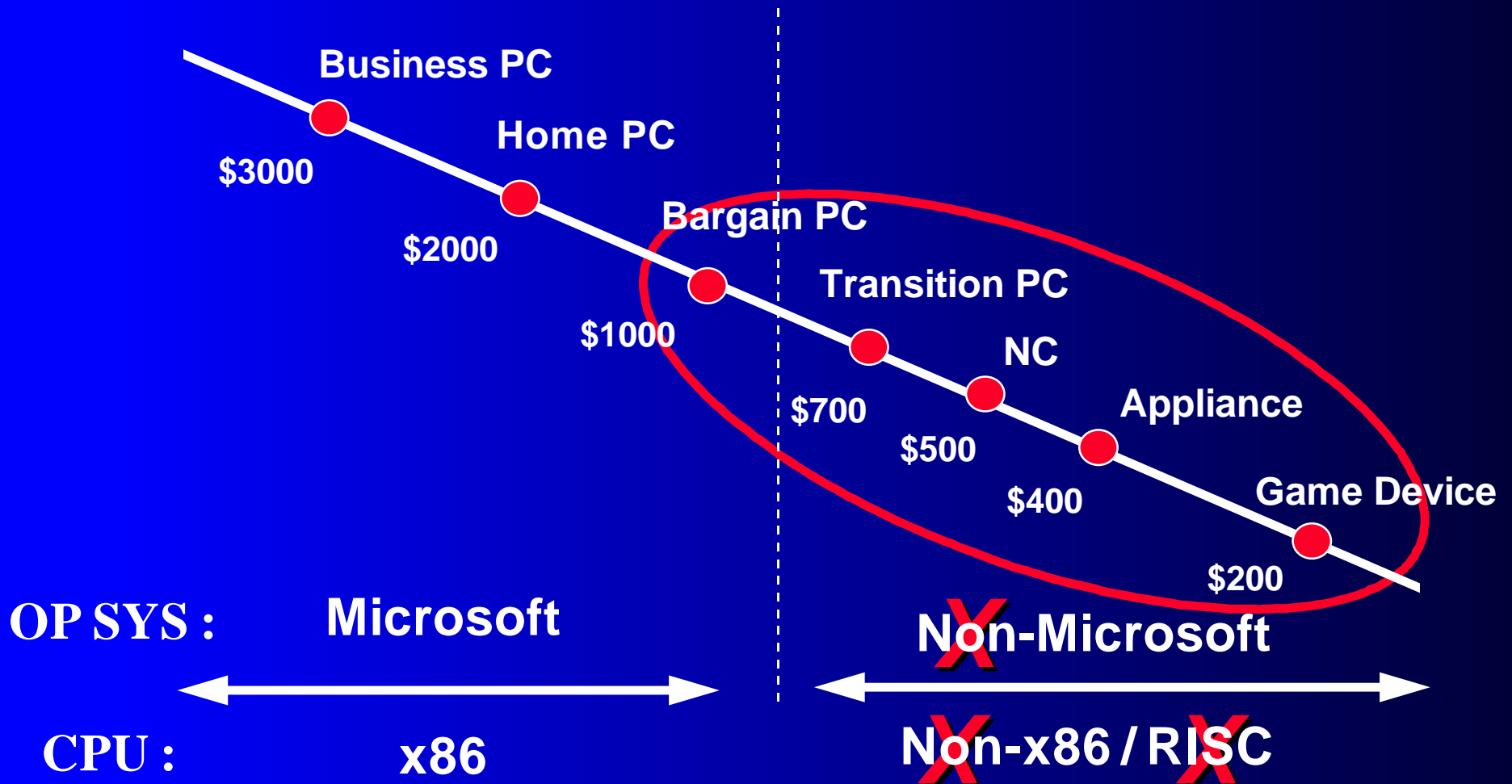
- Graphics and Audio hardware functions through software
- Transparent to Windows and DOS ensuring compatibility



Product Segmentation



Segmentation Possibilities with MediaGX



C

Compaq: The First Company to Offer a PC Based on the MediaGX Processor

*PRESARIO 2100 Personal Computer
with MediaGX*

“A New Category of Consumer Desktop Computers”

- First sub \$1,000 computer from the #1 PC maker in the world
- Mainstream PC features found in more expensive and larger desktop computers
- Available now in over 2,000 retail outlets

Cyrix Technology enables new category of consumer PCs



- Cyrix designed and built
- Demonstration vehicle in pre-announcement activities
- OEMs can use as a reference design

Cyrix Reference Concept

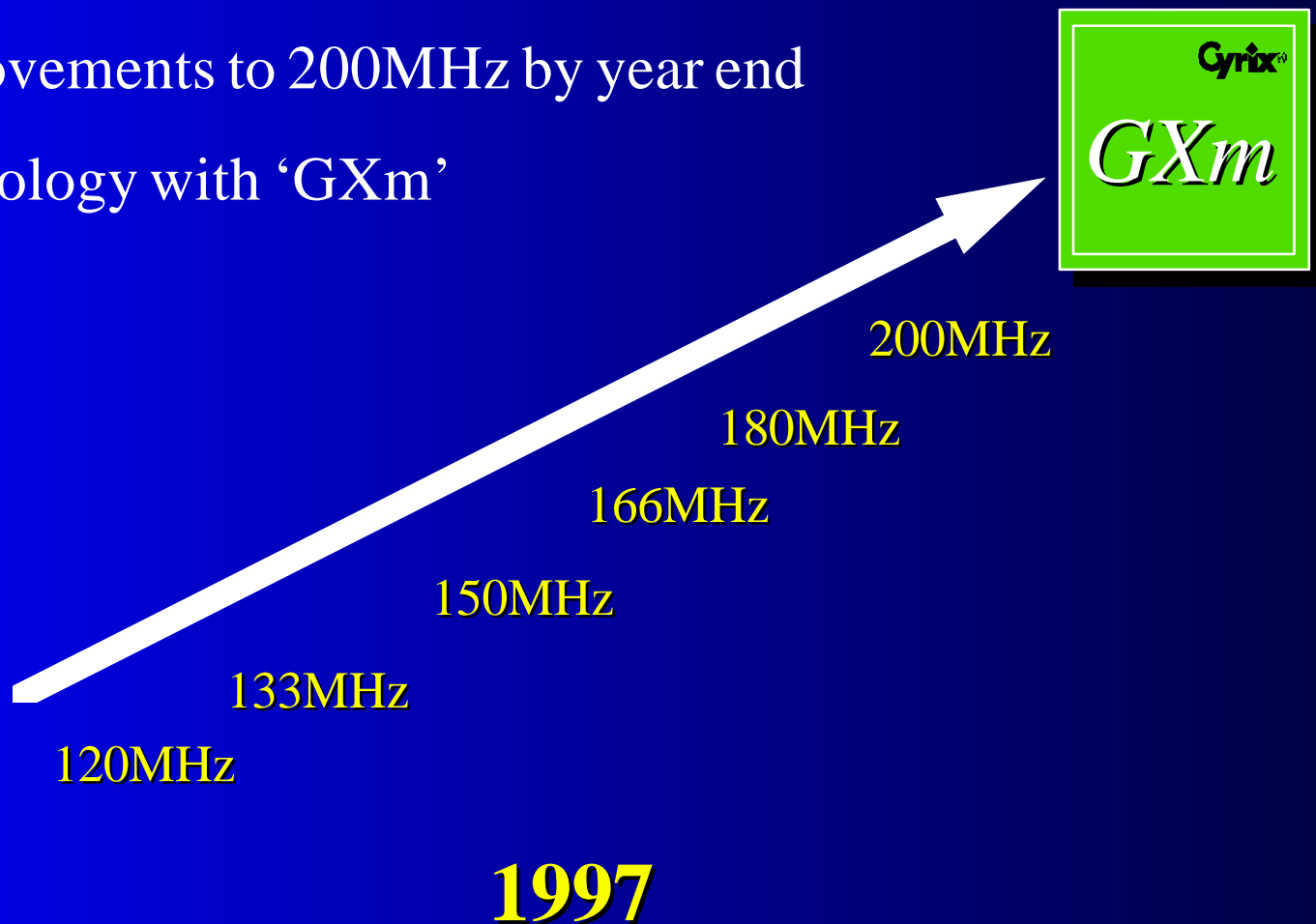


Compaq Presario 2100

- 133MHz MediaGX Processor
- 24MB EDO Ram
- 2.0GB HD, 8x CD-ROM
- 33.6K Data/Fax Modem
- Compaq Premier Sound Speakers
- Win95 & Software Bundle

Cyrix MediaGX Roadmap

- Speed improvements to 200MHz by year end
- MMX technology with 'GXm'



Cyrix MediaGX...The Bottom Line

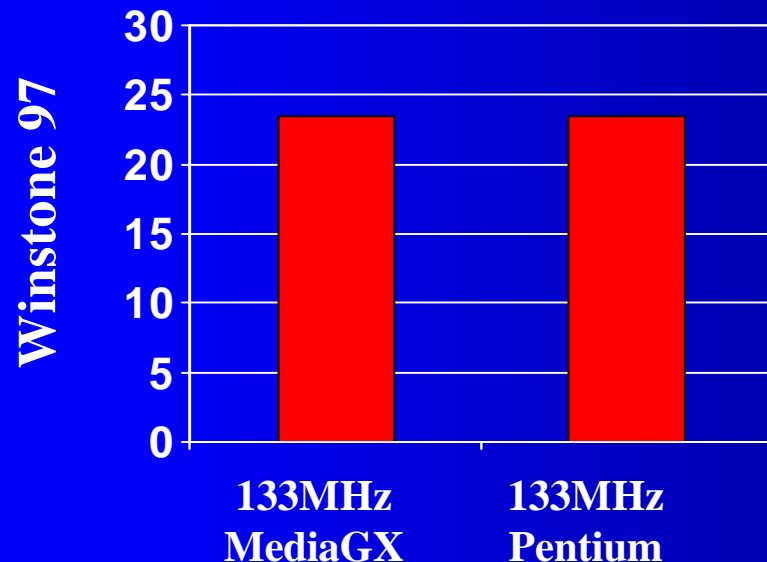
- Establishes Cyrix as a technology leader in a specific market as a result of innovative processor and platform design capabilities
- Cyrix is the only processor company bringing this processor innovation to the market while maintaining PC industry standard compatibility
- Cyrix technology opens the door to an emerging market of new PC users
- Cyrix is the processor company that is providing technology to spark significant growth and opportunity in the consumer market segment

Background Slides

Benchmark Performance



MediaGX vs Pentium



- Presario 2100 with 133MHz MediaGX processor is compared to a Presario 4000 with 133MHz Pentium
- MediaGX provides equivalent performance to Pentium

A Compaq Presario 2100 system with MediaGX technology and a Compaq Presario 4000 series with a 133MHz Pentium processor were tested. Both systems were running Windows 95 with no other applications open. Both systems also contained 48MB of 60ns EDO memory. The MediaGX system utilized the Cyrus graphics and host memory controllers which are unique to the MediaGX architecture. The Pentium system included the Triton host memory controller and a S3 Trio64V+ graphics controller with 1MB VRAM. Both systems were also configured to 1024x768 (8 bits/pixel) video resolution. Floppy, hard drive and CD-ROM were identical.



The Cyrix MediaGX Reference Concept



Going beyond the design of the processor, Cyrix's engineers designed a fully functional implementation of the MediaGX. These units are used as reference platforms which OEMs can use as a basis for their own designs.

Highlights:



- Consumer electronics style design
- IR keyboard with trackball mouse
- VGA, NTSC, Svideo and RF-TV outputs
- Storage capability includes EDO DRAM, hard drive, CD-ROM & 3.5" floppy
- 1 PCI/ISA expansion slot
- Integrated modem designed on expansion slot riser card



Virtual System Architecture™



- Allows the elimination of expensive add-in cards by producing integrated multimedia functions through software in the host processor.
- This is done by capturing hardware accesses from applications and executing the required functions by using VSA's predefined instructions.
- VSA is completely invisible to the application software ensuring compatibility with DOS and Windows.
- VSA's innovative approach to virtualizing peripheral hardware functions utilizes Cyrix's enhanced System Management Mode (SMM) for seamless functionality.



XpressRAM™

- The MediaGX processor accesses memory directly, providing comparable performance to systems with L2 cache, but at a lower cost.
- Delays in DRAM access encountered through buffers a separate DRAM controller are eliminated.
- Memory subsystem runs at 2 times the core clock frequency of the processor.
- Supports up to 128MBytes EDO DRAM in 4 banks.

XpressGRAPHICS™

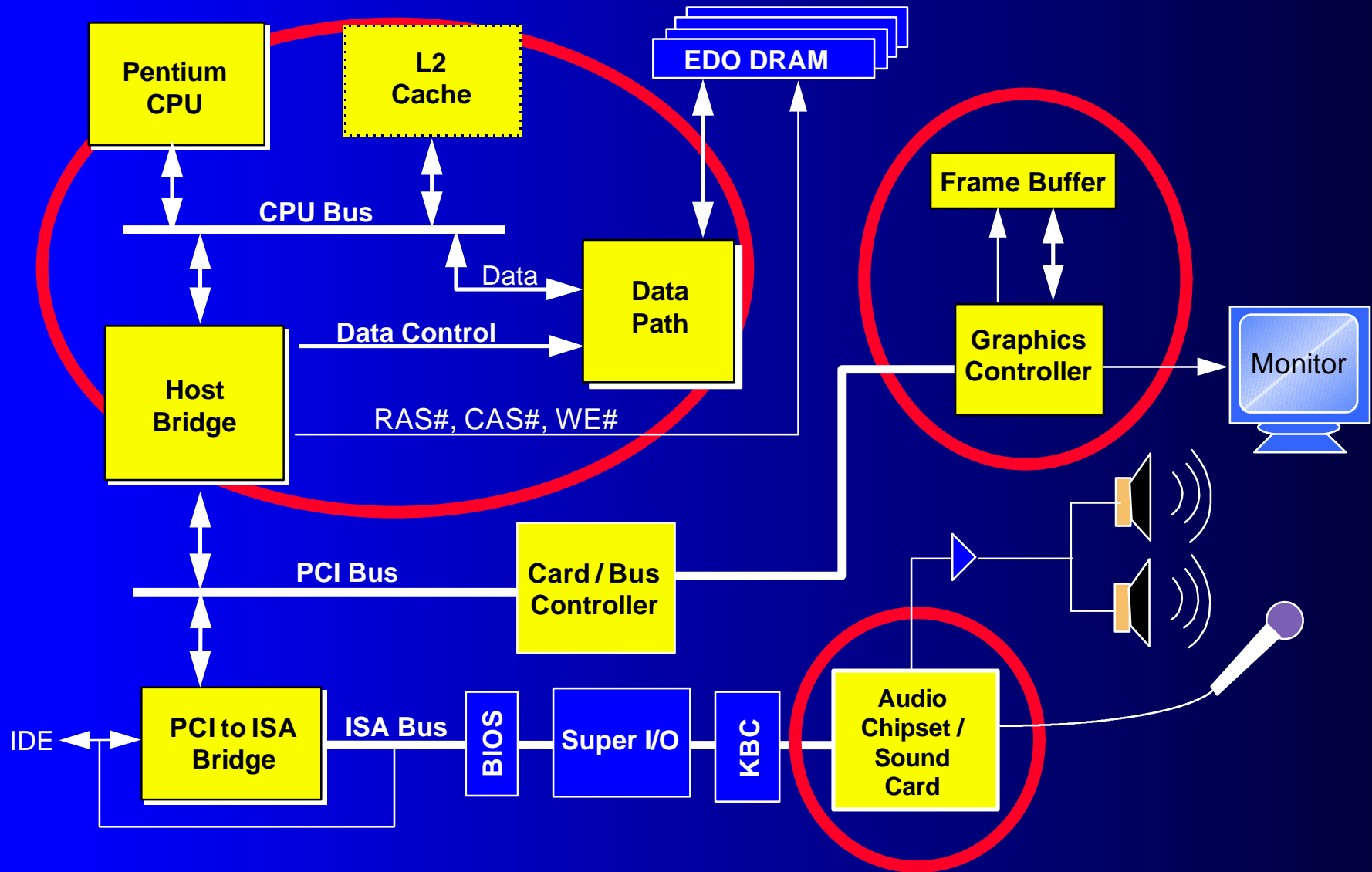
- Performs graphics acceleration within the MediaGX processor and directly drives the output to the display device.
- Bypasses slower bus speeds for graphics processing by taking full advantage of the core clock frequency of the MediaGX processor and avoiding delays when performing graphics intensive tasks.
- Innovative graphics compression scheme with high speed buffering allows user controlled flexibility in memory configuration and reduces bandwidth contention found in traditional UMA architectures.

XpressAUDIO™

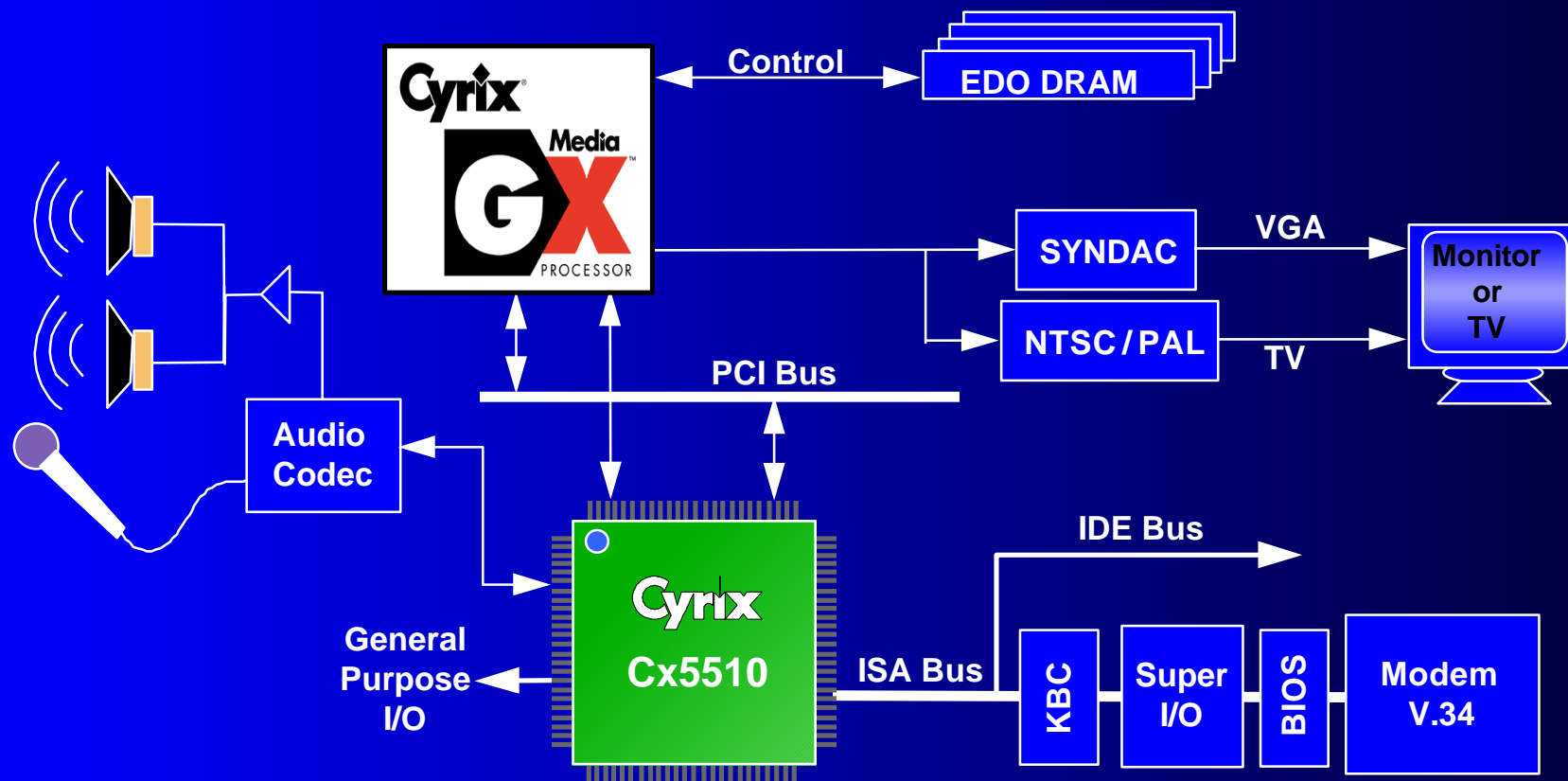
- Provides full Sound Blaster® compatibility without a separate sound card by performing sound generation functions utilizing Cyrix exclusive VSA (Virtual Systems Architecture*).
- Ensures high quality sound production without reduced performance or conflicts with other computer functions.

* Patents Pending

Typical Pentium Computer



MediaGX Based Computer



MediaGX vs. Pentium

System Cost Elimination

- ✓ Eliminates L2 Cache
- ✓ Eliminates Memory Controller
- ✓ Eliminates Graphics Controller
- ✓ Eliminate Graphics Memory
- ✓ Eliminate Audio Card
- ✓ Smaller, 4-layer motherboard
- ✓ Lower power (40 watts)
- ✓ Smaller case form factor
- ✓ Limited slot expansion needed

Plus cost difference of MediaGX vs Pentium !

Cyrix Manufacturing Partners

✓ FIC

✓ Tatung

✓ Daewoo

✓ ECS

✓ LG Goldstar

✓ Trigem

✓ SCI

✓ BCM

MediaGX Pricing & Bundle

Pricing

MediaGX-120MHz	\$79
MediaGX-133MHz	\$99

Q1 '97 Pricing
Quantity = 1K

Bundle

- ✓ MediaGX Processor
- ✓ Cx5510 Companion Chip
- ✓ Video Drivers for O/S
- ✓ BIOS Extensions